



NEWS RELEASE

York County Public Affairs
www.yorkcounty.gov



Gail Whittaker, Public Information Officer
757-890-3310 desk - 757-817-2665 cell
whittgl@yorkcounty.gov

York County Tourism Development to Bring LOVE to the Waterfront!

October 30, 2019

York County is excited to host Virginia Tourism's life-sized LOVE artwork from **November 9 through 16** as part of a state and local partnership to promote tourism in the Commonwealth. The letters will be on display between Water Street Grille and the Freight Shed and open to the public for photo opportunities.



The artwork, which is 16 feet long and more than six feet high, is an extension of the iconic "Virginia is for Lovers" brand, which in 2019 is celebrating 50 years since its inception.

More than 190 permanent LOVE letters, called LOVEworks, exist in towns, cities and at Welcome Centers across the Commonwealth – each reflecting the uniqueness of the community in which it stands.

“Yorktown is a diverse destination for tourists and residents alike as it appeals to all types of passions and interests. It’s the perfect stop for history lovers, beach lovers, outdoor adventure lovers—you name it! Having the LOVE letters bookended by two fantastic community events will hopefully not only encourage visitation but inspire people traveling here for the first time to come back again to eat in our wonderful waterfront restaurants, shop in our locally owned businesses, and explore our wonderful museums and art galleries,” says Kristi Olsen, York County’s Tourism Development Manager.

Those two events include an inaugural Maritime Market as well as the return of the fall season’s popular Harvest Festival. Both are part of the Commonwealth’s **Customs, Cultures, and Cuisine Festival** taking place throughout November all across the state as part of the 2019 Commemoration, *American Evolution*.

NEW Maritime Market
Saturday, November 9, 9 a.m. to 3 p.m.

Visitors can pay tribute to Virginia’s history and heritage by honoring, celebrating, and preserving the proud traditions of the men and women who have made a living for centuries on the Chesapeake Bay and its estuaries—including the York River.

During this extended farmers market, sample some of the best seafood in the area including oysters, clam chowder, and Virginia blue crabs. Don't miss two amazing seafood chef cooking demonstrations with limited samples for the crowd.



Chef Tina from Coastal Thirst is making Garlic Lime Shrimp over Avocado-Cilantro Lime Slaw, and Chef Brian at Riverwalk Restaurant shows shoppers how to make the perfect Lobster Roll. Peruse nautical-inspired art and mermaid-inspired jewelry, as well as unique pieces made with sea glass and sharks teeth. Pirates invade the waterfront for this special occasion to talk to kids about seafaring life, and there will be hands-on activities and interactive programs for sea lovers of all ages. Come by land – or by boat! The Riverwalk Landing Piers offer prime parking spots for those looking to tie up and explore the market, and is the landing spot for several Coast Guard vessels and the Schooner *Virginia* that visitors can view and explore.

Maritime History comes alive through exhibits put on by the American Revolution Museum at Yorktown. The Royal Atlantic Band performs on the Riverwalk Landing Stage from 11 a.m. to 3 p.m.

Harvest Festival Saturday, November 16, 9 a.m. to 3 p.m.

It's a pre-Thanksgiving cornucopia of fun as everyone is invited to shop for turkeys, sample seasonal treats, and take home unique holiday pieces from local artists. More than 50 vendors participate in this special November market. Visitors will find seasonal fruits and vegetables; meats and poultry; farm milk and eggs; homemade breads and baked goods; kettle corn and flavored popcorn; gourmet dog treats; handmade pretzels and potato chips; and so much more.



Enjoy free kids crafts, a pie-eating contest sponsored by Carrot Tree, an animal show featuring the Virginia Living Museum, free balloon art, and live music from both the Fifes and Drums of York Town and Ralph Motley and the Last Minute Grass.

Visitors to the LOVEwork are encouraged to take pictures during both events and share them on Facebook through both *Virginia is for Lovers* and *Visit Yorktown*. Tag pictures on Instagram and Twitter using the hashtag #visityorktown for a chance to win amazing prizes donated by participating Riverwalk Landing Businesses and Village Events, including two pairs of tickets to Blues, Brews & BBQ in the spring; a \$25 gift card to Riverwalk Restaurant; a \$25 gift card to Water Street Grille; a VA Is for Lovers t-shirt, hat, or mug from Patriot Tours & Provisions; two tumblers from the American Revolution Museum at Yorktown; and a double-layer Baby Cake from Carrot Tree-Yorktown, plus breakfast for two at Carrot Tree-Williamsburg.

Additional Info:

- Virginia.org/LOVE
- York County Tourism Development: (757) 890-3500
- Facebook, Instagram & Twitter: Visit Yorktown

Additional photos available at <https://bit.ly/2JmCHhq>.

Tourism is an instant revenue generator for Virginia. In 2018, tourism generated \$26 billion in revenue, supported 234,000 jobs and provided \$1.8 billion in state and local taxes for the Commonwealth.